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## **ALL-NEW 2011 DODGE DURANGO DESIGN - A Lesson on Three-row Style with a Hint of Charger**

- Inspired by the 2011 Dodge Charger, designers built on a well-proportioned unibody platform to create sleek, modern, aerodynamic styling that combines knock-out looks with efficiency
- All-new interior with premium soft-touch materials, stitched features and spacious room in all three rows  
No base vehicle or interiors - every model is specific and stunning
- Full redesign includes all-new Dodge look with signature "split crosshair" grille, 20-inch wheels standard on CrewLux lifestyle package, R/T and Citadel models

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The all-new Dodge Durango was born from the design ethos of the popular Dodge Charger, with muscular "coke-bottled" bodysides and world-class precision styling. The palate is a well-proportioned unibody platform that separates the Durango from its boxy, truck-like SUV competition with a lower profile and aggressive curves. Durango delivers a modern three-row SUV that celebrates iconic Dodge design cues, legendary power and performance-biased handling.

"We took the performance car mantra from our own backyard and applied the formula to Durango," said Joe Dehner, Head of Dodge and Ram Design - Chrysler Group LLC. "The Durango and Charger were designed at the same time, allowing the bold styling from the Charger to spill over to our all-new three-row SUV."

Dodge has sold nearly 1.5 million Durangos since the 1998 model year. This all-new model builds on the design team's expertise by creating an all-new, right-sized SUV. Although smaller on the outside than the previous generation, the all-new Dodge Durango has similar interior space but with much more appeal.

Available in four different models, including Express, Crew (also CrewLux lifestyle package), R/T and Citadel, the all-new 2011 Dodge Durango delivers an athletic exterior profile with available 20-inch wheels and a gorgeous interior. There are no 'base models': packages benefit from premium features like elegant grilles, newly designed wheels and chrome exhaust tips.

### **NEW DURANGO EXTERIOR FORMULA**

The all-new Dodge Durango carries the muscular body and confident personality customers expect from Dodge and surprises with all the utility and convenience designed to fulfill the needs of a three-row family or the active individual with plenty of recreational equipment.

The face of Durango is distinctly Dodge and features the new, deep-set "split crosshair" grille with the new "DODGE" logo prominently placed in the lower right quadrant. Durango's proud, forward-leaning profile is a Charger-esque theme that continues through the deeply browed headlamps, sculpted hood and front corners.

Three unique grille appearances are available on the 2011 Dodge Durango. Standard on Express and Crew models is a chrome surround with black texture, while the R/T model receives a body-color grille surround with black texture. Citadel features a chrome grille surround with bright chrome texture.

For a more monochromatic appearance, the R/T model also is equipped with black headlamp surrounds, new front and rear fascia, wheel flares and sill moldings, all unique to the R/T.

Xenon high-intensity discharge (HID) headlamps are standard on R/T and Citadel, turning the night into day. New auto-leveling technology adjusts headlight beam aim for slight changes in elevation. The Durango's standard 4-inch

halogen fog lamps provide additional low, wide-beam lighting.

In line with Charger, the side profile of the Durango features a powerful shape, accented by muscular fender arches and curves that flow back in through the doors, resembling the iconic shape of a "coke-bottle." The greenhouse of the car blends seamlessly into the body, completing the "double-diamond" shape. A body-color rear spoiler significantly reduces drag and adds visual drama to the side profile.

At the rear of the vehicle, the aggressive design features a deep pocket that accentuates the width of the vehicle and provides a home for the wraparound Charger-inspired taillamps, chrome light bar and license plate.

The rear fascia is sculpted around exhaust tips that finish off the Durango's stout muscular stance. Large 3.5-inch dual exhaust tips are standard on V-8-equipped vehicles; V-6 powered Durangos have a 3-inch single tip.

Durango's efficient overall body design is the main contributor to an aerodynamic improvement of more than 14 percent over its predecessor - improving fuel efficiency.

Durango rolls with all-new wheel designs for every package. Express and Crew feature 18-inch all-aluminum, painted silver wheels. Three different 20-inch wheel styles are standard on Durango: CrewLux (package off of Crew), R/T and Citadel. The R/T features polished aluminum with dark painted pockets. CrewLux sits on polished aluminum with silver-painted pockets and Citadel receives tremendous shine with full chrome clad aluminum wheels.

A new and innovative roof rack side rail system is standard on Crew and Citadel models. The system features integrated stowable cross bars to deliver improved fuel economy and convenience. Although access to the top of the Durango is possible from the door sills, a step also is incorporated into the rear fascia, which makes it easy to reach the rack from the back of the vehicle.

The 2011 Dodge Durango is available in the following colors: Inferno Red Crystal Pearl Coat, Bright Silver Metallic Clear Coat, Blackberry Pearl Coat, Brilliant Black Crystal Clear Coat, Dark Charcoal Pearl Coat, Mineral Gray Metallic Clear Coat, Natural Green Pearl Coat, Stone White Clear Coat and White Gold Metallic Clear Coat.

## **INTERIOR OVERHAULED WITH PREMIUM MATERIALS**

The Durango's all-new interior is a surprise owners always deserved but never expected. Created by the same interior design studio that designed the much-lauded interior in the Ram trucks and the all-new Jeep Grand Cherokee, the Durango's upscale interior materials and thoughtful design will make owners and their crews want to jump in, hunker down and thoroughly enjoy even the longest drive. Everywhere they touch, from the steering wheel all the way back to the soft third-row arm rests, Durango passengers will feel materials that are refined. Not only is it a pleasure to experience, it is extremely functional and gives owners a first-class experience, regardless of the trim level. Durango's interior is also extremely comfortable for all three rows of passengers, and there's a surprising amount of interior flexibility.

"The Durango's interior is a true source of pride for the design team," said Klaus Busse, Head of Interior Design - Chrysler Group LLC. "There is no longer a base vehicle. We hope customers absolutely feel the passion that went into making this interior truly beautiful, as well as extremely comfortable and functional for the driver and their passengers. You'll have to experience it to believe it."

Durango's soft interior materials enable the new design to reduce gaps where components meet, greatly elevating interior quality. Functional parts, such as the air conditioning outlets, are accented in chrome and again pushed into the skin for best fit and finish. The center stack area floats over the floor console to create a large, easily accessible storage area.

The all-new instrument panel features a beautifully crafted monotone or two-tone appearance with a dark upper and lighter lower color and premium soft-touch materials for all price classes. Panel construction also features tighter gaps when compared to its predecessor and almost 50 percent fewer intersections of parts for higher fit and finish levels, giving customers "I can't believe this is mine" looks.

A two-tier storage system is found in the center console. A center storage bin inside the console has an interior volume of six liters and features a liner on the bottom to prevent items from sliding around and keeping it easy to clean. The top tier delivers an additional half liter of storage for easy access to personal items such as a wallet or

iPod, while the underside of the lid also incorporates a tissue and pen holder.

A lockable glove box has a viscous-dampened hinge, which helps it open and close smoothly. Inside the door is a dedicated slot for the owner's manual.

Owners will feel the interior refinement all the way through their fingertips. Three types of steering wheels are available. A urethane wheel with a manual tilt-and-telescoping column is standard on Express. Standard on Crew and R/T, and available on Express models, is a leather-wrapped steering wheel. A power tilt-and-telescoping column is available on R/T and Crew. Citadel owners can lose their gloves on a cold day and not feel the chill, thanks to a standard perforated leather heated steering wheel packaged with a power tilt-and-telescoping column.

Durango owners will enjoy extra convenience, ease and safety with the newly formatted Electronic Vehicle Information Center (EVIC), which is embedded in the instrument cluster. The interactive digital display in the lower portion of the speedometer lets the driver select from a menu of useful information, including compass, fuel economy and outside temperature. Easily glancing at the display without losing concentration on traffic, the driver can get information by a simple push of the thumbs, toggling the switches on the front of the steering wheel to navigate the menu options. The new EVIC also allows Dodge Durango owners to program a host of comfort features. For example, the driver's heated and ventilated seat can be activated in coordination with remote start if the outside ambient temperature is cooler than 40 degrees Fahrenheit or hotter than 80° F.

### **SEAT CONFIGURATION CREATIVITY**

The all-new seats in the 2011 Durango have been benchmarked against the industry's best for comfort and functionality and can be converted to as many as 28 different configurations. Industry exclusive, recycled foam pad contours are shaped to provide comfort in the cushion and seat back with firm foam padding in the side bolsters and softer foam inserts. Dual firmness foam is used in selected areas to give occupants added comfort and support. The seat cushion is supported by a formidable but supple spring suspension, while cushion length is designed for thigh support. The seats are tuned to make Durango passengers exceptionally comfortable during long trips while making it easy for everyone to get in and out of the vehicle.

Cloth seats are standard on Express and Crew models. The seats feature Holden cloth inserts with Duet cloth secondary fabric. Leather seats are available on the R/T model and standard on Crew models with the CrewLux package. The seats feature Capri leather on all surfaces with Capri vinyl covering the sides and back. The R/T model also features standard digital suede fabric and red interior accents.

The Citadel showcases the most luxurious interior appointments with Nappa leather and Axis II perforation on seating surfaces and Nappa leather covering the outer surfaces. For that extra special touch of luxury, the Citadel name is embroidered on the upper panels of the front seat back.

All-new Durango leather front seats can be warmed up or cooled down with heated or ventilated options depending on the season. They also feature four-way lumbar settings. The fold-flat front passenger seat is standard on 2011 Durango models that aren't equipped with the ventilated seat option. By folding forward, the passenger seat provides more utility allowing long objects to be loaded inside. Once flat, the seat back panel serves as a convenient utility table. A new active head restraint system adds to the long list of safety and security features.

A versatile 60/40 split-folding second-row seat conveniently folds and tumbles. Transporting long items, like 10-foot 2x4s, is not a problem as the left side of the second row folds 60 percent, allowing the versatility of folding the 40 percent seat in tandem with the front passenger fold-flat seat. Longer items can be stowed even with passengers in second row. To make passengers more comfortable, second-row seats also are available with heat and recline 18 degrees.

The third-row seat features a 50/50 split and is easily folded from the rear of the vehicle. For even more utility, both the second- and third-row seats fold to provide a flat load floor to haul a 6-foot couch with room for a coffee table.

Substantial interior lighting includes 12 individual courtesy lamps spaced around the interior to provide light inside the cabin. Two incandescent and two LED map/reading lamps are located in the front overhead console. The second- and third-row lights are optimally located forward of the respective seating positions and contain two LED lamps and one fixed incandescent lamp. Another two lamps are located in the rear liftgate to illuminate the rear cargo area. All 12 lamps flood the interior with light and also provide targeted illumination for reading. The front map/reading lights

are mounted flush in the console module to prevent the front passenger's lamp from causing glare and distracting the driver.

The overhead console also includes a covered storage bin, button for the available Homelink universal home security system transceiver and switches for the available power sunroof and power liftgate switch. The sunglass bin has a push-push latch to provide a smooth, controlled rate to prevent contents from falling out.

"We created an interior that would make owners feel like 'I have arrived,'" Busse added. "Our customers are spending more time in their vehicles than ever before, and they'll appreciate the time and effort we took to make the all-new Durango interior special."

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